

## CAMPAIGN FOR THE GULF

### Needs and opportunities identified by Gulf States in Education White Paper:

- ♦ “Advertising (print ads, PSAs, billboards), which can serve multiple years of service, is often too expensive for grassroots organizations to get their concept across to the mass public.”
- ♦ Development of a “sense of place” for the Gulf of Mexico is mentioned several times throughout the white paper.

**Federal Response:** The Federal Workgroup proposes a Campaign for the Gulf, including a suite of outreach products that will create a regional Gulf of Mexico message.

The proposed outreach effort would have three main components: products to build awareness about the problems facing the Gulf region, information on how the Federal and State governments are addressing those problems, and action items for interested parties to get more involved with Gulf Alliance efforts.

As part of the campaign, a full-time Gulf of Mexico environmental education and outreach clearinghouse coordinator could be hired to serve as a point of contact for educators from the five Gulf of Mexico states to obtain and disseminate educational information and materials.

Campaign materials would be distributed through the Coastal Environmental Learning Centers and at Federal facilities such as NERRS and NEP sites throughout the Gulf. In addition, the Smithsonian Museum of Natural History in Washington, DC, is planning a major renovation to include an Oceans Hall. NOAA is participating through development of the Oceans Hall Web Portal, and there may be opportunities to increase Gulf environmental awareness through these venues.

As an example of campaign materials, NOAA could produce a Gulf-specific Ocean Discovery Kit which would be geographically-focused rather than issue-focused. Discovery Kits, which are currently available for corals, estuaries, tides and water levels, and geodesy, contain interactive tutorials, roadmaps to data resources, and formal lesson plans.

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**Federal Workgroup Co-leads:** NOAA, EPA

**Other partners:** U.S. Department of Education, DOI, Smithsonian, NSF, NASA, others

*This Federal Response Proposal represents an initial project idea from the 13 agencies represented on the Federal Workgroup, in response to the Gulf State Alliance white papers; it is meant to stimulate discussion, among the Gulf State Alliance and the Federal Workgroup, as they work toward the development of a draft Gulf Plan of Action. Implementation of this project idea is subject to further evaluation and the availability of funding.*